

Somerset County Department of Health Medical Reserve Corps

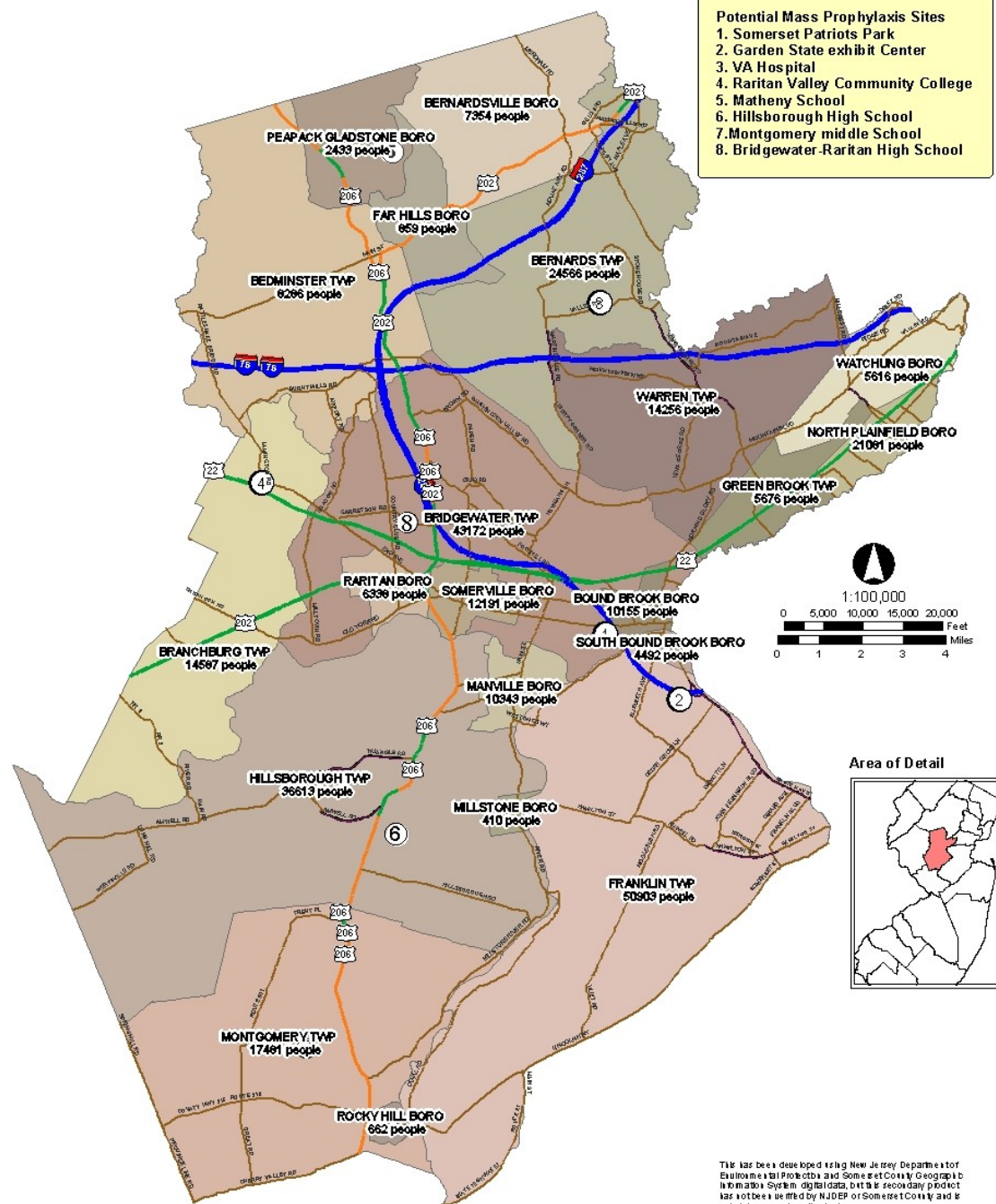


MRC Volunteers Amplifying their Voices in
the Community

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Program Objectives

- Discuss activities to increase recruitment utilizing volunteers
- Identify priority retention strategies
- Articulate the importance of continuous and effective communication



First Response
to any disaster is a
LOCAL RESPONSE!

Natural Disasters

Bound Brook, NJ

9-18-1999

- Oil spills
- Damage
- Rescue
- Clean-up
- Food



FEMA News Photo

Mission

- To assist essential personnel and first response professionals and facilities in the event of any large scale local public health disaster.

Goals

- To expand our outreach efforts throughout Somerset County to include a diverse segment of the population
- To further broaden our skill base of MRC Volunteers to accurately reflect our needs to respond to emergencies
- Continue to update and provide basic training; identify volunteers potential skills and roles they play during disaster drills and emergencies

Goals

- Test the skill levels of volunteers and their capabilities by participating in drills and other community public health efforts.
- To support and strengthen our existing MRC Corps members knowledge and awareness on emerging public health issue
- Improve overall health and well being of communities during and after a disaster.
- Reduce or minimize physical or environmental damages as a result of disaster.
- Provide an opportunity for community members to be prepared during emergencies at home first and then be able to help with local community response efforts.
- Respond to emergencies in an effective organized framework within a command and control structure

County Responsibilities

- Coordinate press releases and marketing activities which cover all participating municipalities,
- Provide administrative support and forms,
- Provide site and instructors for Training.
- Provide central computer database for all electronic website recruiting to local OEM Coordinators,
- Direct and control the administration and direction of the Medical Reserve Corps,
- Establish new partners.

Courier News

Somerset seeking first-aid experts

By LARRY HIGGS
Staff Writer

Uncle Somerset wants you.

Somerset County health officials are seeking volunteers who are health-care professionals or have experience organizing and working large events to join the county's Medical Reserve Corps, which is being funded by a \$50,000 annual federal grant for the next three years.

The Medical Reserve Corps is a federal program formed in the wake of the Sept. 11, 2001, terrorist attacks to provide trained and organized volunteers to help in a health emergency.

"During 9-11, everyone wanted to help, but no one knew what to do and weren't trained," said Lucille Young-Talbot, Somerset County Medical Reserve Corps coordinator.

The county's corps would be the second in Central Jersey and the seventh in the state. Middlesex County received a similar grant last year.

The group could cover events such as a mass medication distribution or immunization clinics like those set up for a flu epidemic, said Candice Davenport, county health educator.

In a natural disaster, such as September 1999's Hurricane Floyd, the Medical Reserve Corps would provide what is needed by the county Office of Emergency Management and other first responders, she said.

"The essence is to recruit from two different pools: all kinds of medical professionals and nonmedical professionals with (certain) skills," Young-Talbot said.

Volunteers would receive a total of eight hours of training throughout the year, including study-

What you can do

◆ Medical Reserve Corps volunteers must be residents of Somerset County at least 18 years old. Anyone interested can contact the Somerset County Health Department at (908) 231-7155.

◆ More information is available at the federal Medical Reserve Corps Web site, www.medicalreservecorps.gov.

at-home material, she said. Volunteers would have to consent to the security background check and license check normally given to health-care professionals.

Health-care professionals needed include doctors, nurses and nurse practitioners, pharmacists, respiratory therapists as well as health educators.

"We're not targeting people who work at hospitals—we're looking at retired health-care professionals, per diem workers and doctors and nurses from local (practice) offices," Davenport said.

Other volunteers sought include people with experience in organizing large groups of people, crowd control, set-up, driving vans or buses and setting up audio-visual equipment.

"It could be someone with information technology skills to set up computers, translators to explain medical information, people to do traffic control and parking, take demographic data," Young-Talbot said.

The corps also wants to do presentations at local business and nonprofits to spread the word, she said.

□

Larry Higgs can be reached at (908) 707-3134 or lhiggs@c-n.com.

February 2004



The Medical Reserve Corps



**Somerset County
Department of Health**
20 Grove Street
Somerville, New Jersey

Medical Reserve Corp.
Applications at:
[http://www.co.somerset.nj.us/
health/MRCindex.htm](http://www.co.somerset.nj.us/health/MRCindex.htm)
(908) 231-7155

www.medicalreservecorps.gov

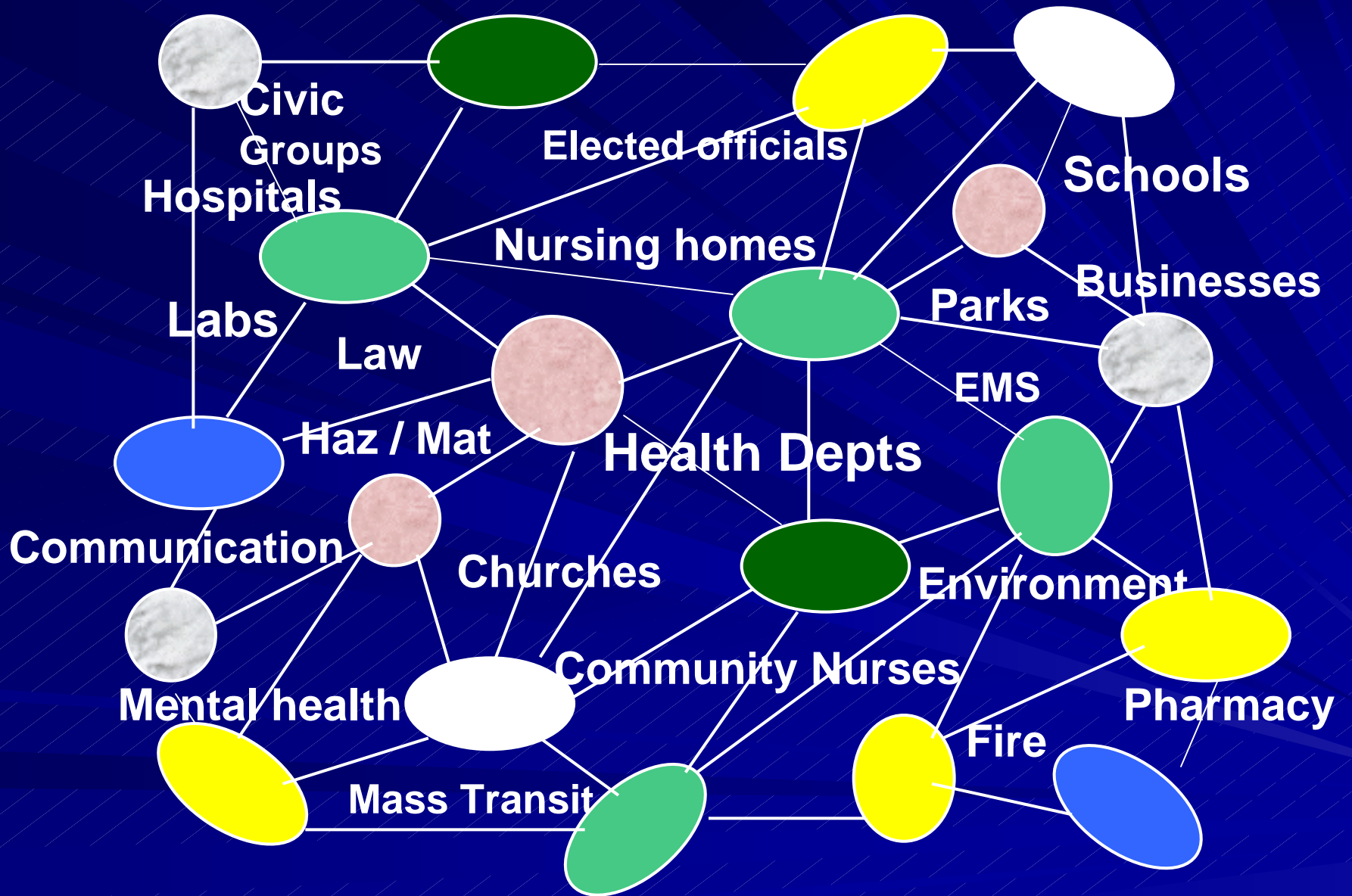
***Supporting and
guiding our nation's
medical and health
volunteers***

The Medical Reserve Corps program is sponsored by the
Office of the Surgeon General, in cooperation with
the White House's USA Freedom Corps and
the Department of Homeland Security's Citizen Corps.



citizen★corps

USA
Freedom Corps
Make a Difference. Volunteer.



MRC Volunteers Training

- Basic Training required for all volunteers
- Mandatory 2 – 3 hour trainings and an additional take home study guide
- Optional modules available on a variety of issues
- Evaluation
- Survey

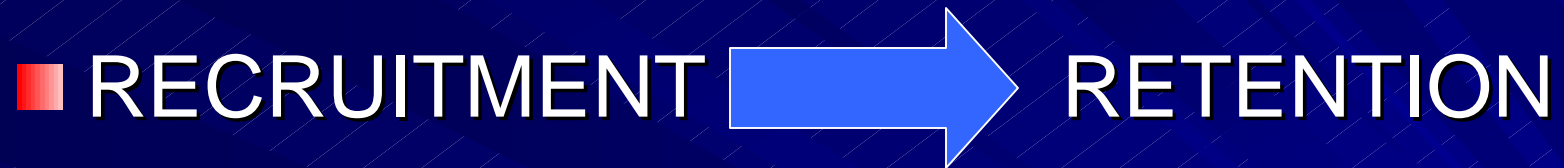
Basic Training Lessons Learned and Volunteer Feedback

- Need Detailed Volunteer Descriptions
- Create check Lists for Volunteers
- More training that includes Simulations/Case Scenarios
- Local focus vs. State focus
- Personal Identity to MRC
- Satisfied with liability issues
- 90% willing to volunteer out of town
- 26% willing to volunteer out of county
- Deployment and notification issues
- Medical vs. Non-Medical training

Volunteer Profiles

- Identify their area of professional expertise
- Recognize their “other” strengths
- Understand why they are volunteering
- Are they willing to volunteer outside own community i.e.: local vs. county or state

REFOCUS

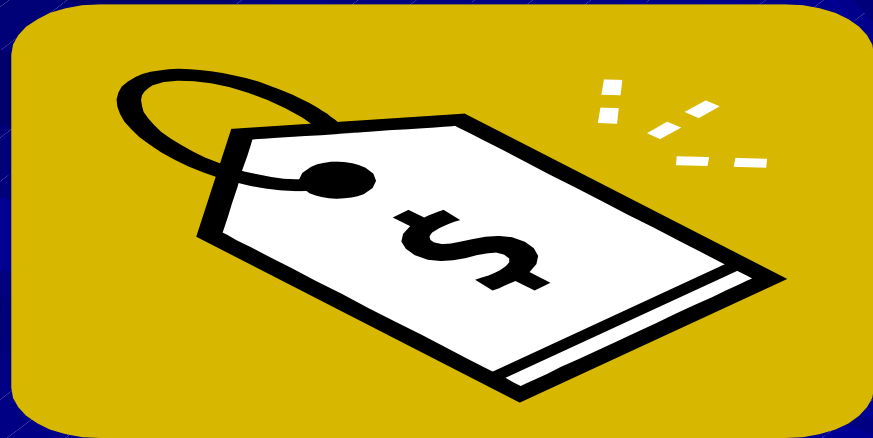


Volunteer Retention (R.R.R.R.)

- RESPECT
- RELATIONSHIPS
- RECOGNITION
- REFRAME OR REFOCUS

VALUE, VALUE, VALUE.....

- No price tag for 'Volunteers' worth!!



RECOGNITION.... RETURN ON INVESTMENT

- Giveaways
- Knowledge
- Leadership
- Dinner
- Awards
- Media

R. R. R. R.

■ Power of MEDIA



RECOGNITION, REWARD

■ Somerset County Patriots
Ballpark 9 – 11- 2004



RECOGNITION

■ GIFTS



RECOGNITION

- EMPOWER
- LEADERSHIP



The Role of Pharmacists in a Public Health Emergency



Program Objectives

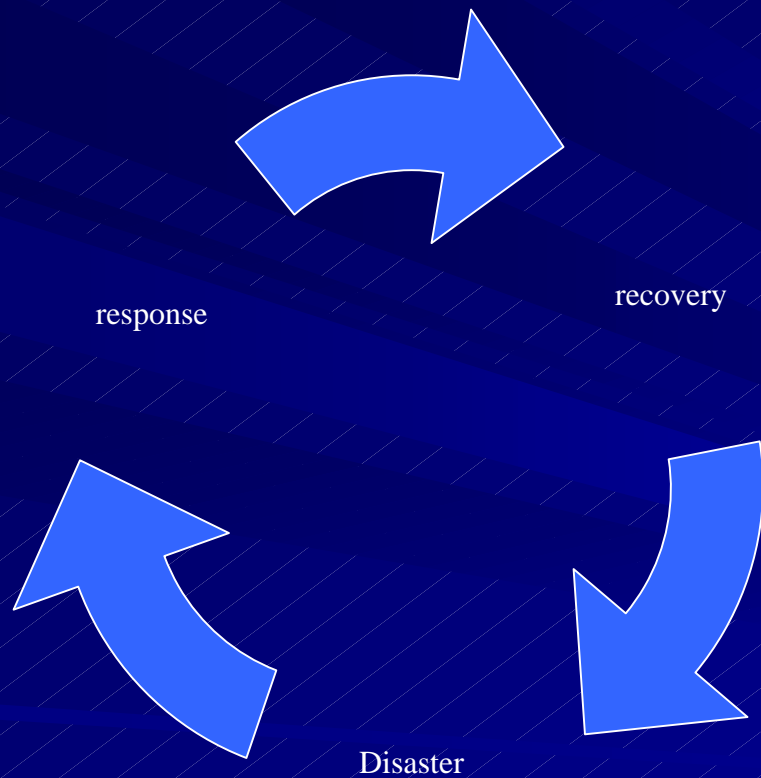
- Identify the key components of the Strategic National Stockpile (SNS) Program
- List the roles of the pharmacist in public health response as they pertain to:
 - Planning
 - Training
 - Exercises
- Identify the types of public health emergencies that may occur and how pharmacists can prepare to respond
- Describe opportunities for pharmacist involvement

RECOGNIZING LEADERSHIP

ESTABLISHING NEW PARTNERS AND INDIVIDUAL VOLUNTEERS

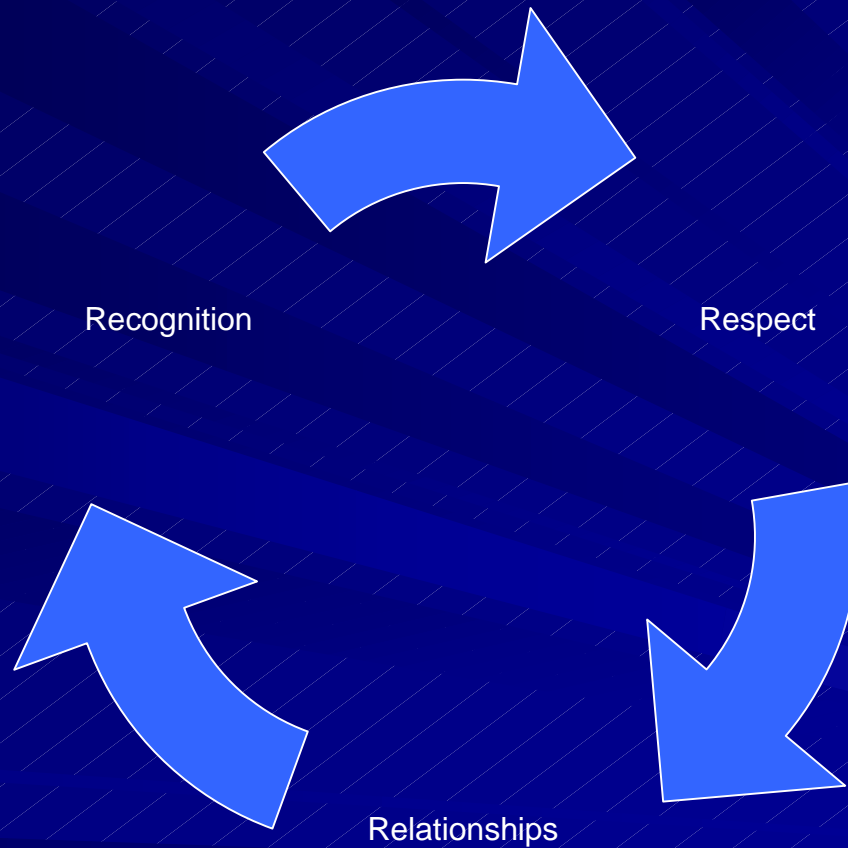


Preventing a Disaster within the Disaster



- Trained, dedicated volunteers
- Management
- Preparedness

VOLUNTEER RETENTION



RESULTS; VOLUNTEERS AMPLIFYING THEIR VOICES!

- Recruit other volunteers
- Increase partnerships
- Educate others about the program
- Accomplish goals of program



RESULTS; VOLUNTEERS AMPLIFYING THEIR VOICES!

Ensures:

- Rapid volunteer mobilization
- Prepared trained volunteers
- Stronger medical response capacity
- Improved surge capacity at the community level
- Rapid communication with residents
- Empowered volunteers to work effectively and safely during emergency situations



Future Volunteer Recruitment Efforts

- Presentations to community groups
- Identify key leaders in corporations
- Community Events
- Newsletters to professional organizations
- Sustain and Increase Media Coverage

Volunteer Retention Efforts

Four R's...

- Improve and Enhance communication efforts
- Listen to needs, request and suggestions
- Enlist Volunteers support to provide education throughout community
- Invite Volunteers to provide training in areas of expertise
- Continue to utilize Volunteers to assist with future projects

Somerset County Department of Health



*HELPING ...
WHEN IT
COUNTS*

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